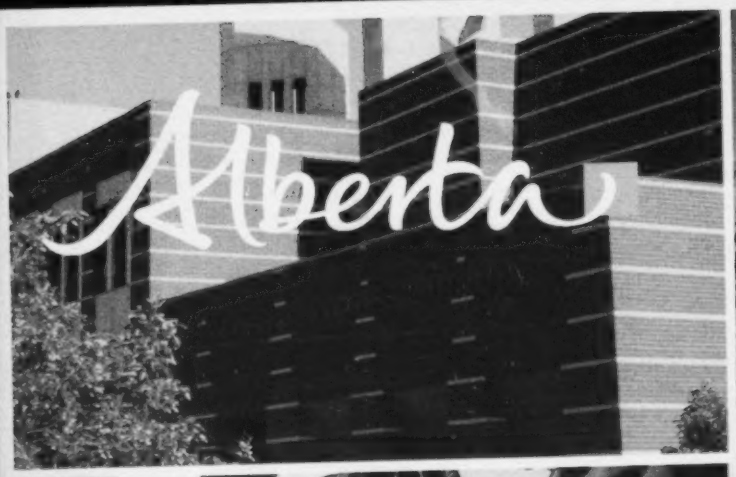

INDUSTRY PROFILES

Educational Services Industry

July 2011

Government of Alberta
Employment and Immigration

Overview:

The Educational Services industry[1] in Alberta includes:

- public and private schools, colleges, universities and training centres;
- instructional and training services; and
- related support services such as food and accommodation for students.

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1. 2010 Employment and Unemployment Numbers and Rates
2. Industry Growth
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[1] North American Industry Classification System (NAICS) major group 61

Section A: Business Environment

1. 2010 Employment and Unemployment Numbers and Rates:

	Alberta	Educational Services Industry
Number of employed	2,016,600	129,500
Percent employed in the industry		6.4%
Number of unemployed	140,700	3,800
Unemployment rate	6.5%	2.9%

Data Source: Labour Force Historical Review 2010, Statistics Canada

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry Growth:

- Employment in the Educational Services industry is expected to grow on average 1.7% annually from 2010 to 2013.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2009 – 2013, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website's industry descriptions.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/LMI/LMI-LMF_2009-13_cops.pdf
[5] See http://www.alis.alberta.ca

Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Educational Services industry accounted for 4.1% of Alberta's Gross Domestic Product in 2010, up slightly from 3.9% in 2000. The industry's share of Alberta's total employment was 6.4% in 2010, the same as in 2000.

Employment in 2010 was 3.5% lower than its level in 2009. For the last ten years, employment has increased from 100,800 people in 2000 to 129,500 people in 2010.

According to *Alberta Occupational Demand Outlook 2011-2015*, employment growth in the following occupations is expected to exceed 2.7%, the average for all occupations: University professors and assistants; College and other vocational instructors; and Secondary and elementary school teachers and educational counsellors.

3. Size of Businesses in Alberta and the Industry:

Establishment Size	Alberta Businesses		Educational Services Establishments	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	605,200	36.2%	25,300	20.5%
20 to 99 employees	565,800	33.8%	55,100	44.6%
100 to 500 employees	309,300	18.5%	20,400	16.5%
Over 500 employees	193,200	11.5%	22,600	18.3%

Data Source: Labour Force Historical Review 2010, Statistics Canada

* Percentages may not add up to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Educational Services industry include:

- elementary school teacher;
- educational counsellor;
- teacher assistant;
- university professor; and
- school principal.

For a complete listing of all occupations related to this industry as well as detailed information on educational and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Age and Gender:

According to the Labour Force Survey, the gender breakdown in the Educational Services industry is as follows:

- women employed: 88,800 people, or 68.6%
- men employed: 40,700 people, or 31.4%

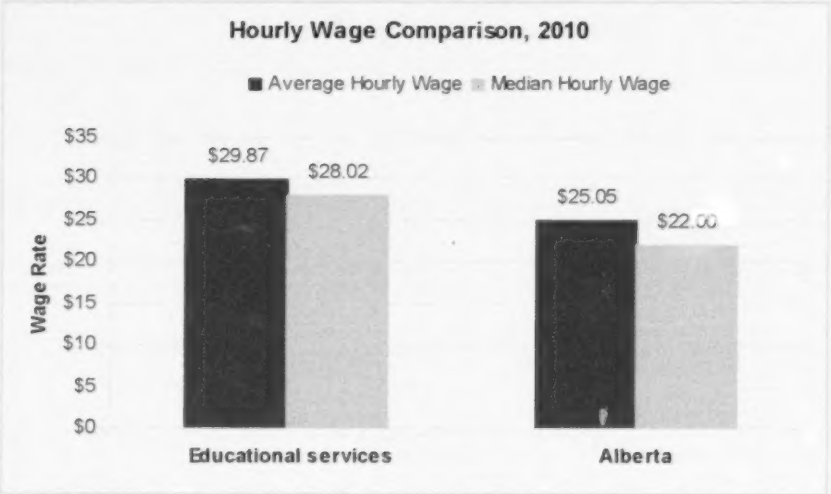
In Alberta, women accounted for 45.1% and men made up 54.9% of total employment.

Age Characteristics	Alberta Employees		Educational Services Employees	
	Number	%	Number	%
15-24 years	314,500	15.6%	9,900	7.6%
25-54 years	1,381,500	68.5%	94,200	72.7%
55 years and over	320,600	15.9%	25,400	19.6%

Data Source: Labour Force Historical Review 2010, Statistics Canada

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Labour Force Historical Review 2010, Statistics Canada
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Elementary school and kindergarten teacher	$ 25.58	$ 38.89	$ 46.62	$ 67,754
Educational counsellor	$ 24.38	$ 28.90	$ 34.29	$ 53,973
School principal and administrator of education	$ 41.28	$ 46.01	$ 49.97	$ 97,475

Data Source: 2009 Alberta Wage and Salary Survey

For information on wages, refer to the WAGEinfo[7] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Educational Services industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Ministry and Selected Industry Associations:

- Alberta Advanced Education and Technology
  (http://aet.alberta.ca)
- Alberta Education
  (http://www.education.alberta.ca)
- Alberta Teachers' Association
  (http://www.teachers.ab.ca)
- Association of Canadian Community Colleges
  (http://www.accc.ca)
- Association of Universities and Colleges of Canada
  (http://www.aucc.ca)
- Canadian Association of University Teachers
  (http://www.caut.ca)
- Canadian School Boards Association
  (http://www.cdnsba.org)